



Nebraska WIC Program



WIC VENDORS' UPDATE – GROCERY STORE EDITION October 8, 2010

Shelf Labels Are Here!

- Enclosed is the new set of shelf labels with the new food changes for the Nebraska WIC Program.
- Please place these labels up in your store. They should be in close proximity to the identified food.
- The WIC shoppers are instructed to look for the shelf labels to help them identify the correct WIC foods.
- It is part of your WIC Retail Vendor Agreement to only use the shelf labels from the Nebraska WIC Program to identify WIC approved foods.
- More labels are available upon request from your local agency WIC vendor manager.

FAQ (Frequently Asked Question)

- Q.** When will Sara Lee 100% Whole Wheat Hamburger Buns and Sara Lee 100% Whole Wheat Hot Dog Buns in the **16 ounce** packages be available?
- A.** We have received word from Sara Lee representatives that the expected launch date is March 2011, before the start of the next bun season.

WIC website address: dhhs.ne.gov/wic

"This institution is an equal opportunity provider."